11 paid search tactics that drive quality inbound calls

Click-to-call and direct dialing from voice assistants is making it easier than ever for consumers to turn their digital transactions into conversations. But advances in artificial intelligence, new pay-per-click technology, and changing consumer habits mean you must re-imagine your paid search tactics.

How can you stay ahead of the pack and make every dollar count? Read this ebook developed by the paid search experts at Hanapin Marketing and Invoca for the latest trends and

tactics, including:

- Using AI for more effective campaigns.
- Optimizing campaigns for high-converting calls.
- Expanding your audience.
- Using call tracking & analytics to boost PPC results.

Visit Digital Marketing Depot to download “11 Paid Search Tactics that Drive Quality Inbound Calls.”

About The Author

Digital Marketing Depot is a resource center for digital marketing strategies and tactics. We feature hosted white papers and E-Books, original research, and webcasts on digital marketing topics – from advertising to analytics, SEO and PPC campaign management tools to social media management software, e-commerce to e-mail marketing, and much more about internet marketing. Digital Marketing Depot is a division of Third Door Media, publisher of Search Engine Land and Marketing Land, and producer of the conference series Search Marketing Expo and MarTech. Visit us at http://digitalmarketingdepot.com.
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